



Display Ad Specifications for Advertisers & Ad Agencies

Updated: April 2012

Technical Specifications											Creative Specifications (for client builds)					
Standard IAB Ad Placements	Ad Size	File Size - Initial Load	File Size - Subsequent/ Polite Load	Who creates? (Wikia or Advertiser)	Max Animation	Looping	Frame Rate	CPU Usage	Delivery Method	Rich Media Accepted	Expandable Panel Dimensions	Expansion Direction	3rd Party Vendors Accepted	Specs	Notes / Description	
728x90 Leaderboard	728x90										728x300	Down				
300x250 Medium Rectangle	300x250	75KB	2MB	Advertiser	15 secs max. Audio is user initiated on click, not rollover	3 loops	24 FPS	20%	GIF/JPEG, Flash (9.0 or below) or Third Party Ad Tags (i.e. Atlas, DFA)	Yes	600x250 600x600	Left or Down + Left	DART InReels (preferred), Atlas, EyeWonder, FlashTalking, File, Mediandm, Interpols, Portrol, TrueEffect	IAB Standards	Standard IAB in-line placements	
300x600 Half Page Unit	300x600										300x600	Left				
160x600 Wide Skyscraper	160x600															
Non-standard and Custom Placements	Ad Size	File Size	File Size - Subsequent/ Polite Load	Who creates?	Max Animation	Looping	Frame Rate	CPU Usage	Delivery Method	Rich Media Accepted	Expandable Panel Dimensions	Expansion Direction	3rd Party Vendors Accepted		Description	
Jumbo Leaderboard	980x130	75KB	2MB	Wikia or Advertiser	15 secs max. Audio is user initiated on click, not rollover	3 Loops	24 FPS	20%	GIF/JPEG, Flash (9.0 or below) or Third Party Ad Tags (i.e. Atlas, DFA)	Yes	980x300	Down	DART InReels (preferred), Atlas, EyeWonder, FlashTalking, File, Mediandm, Interpols, Portrol, TrueEffect	<ul style="list-style-type: none">* Campaign messaging and CTAs appear in this space along with impactful imagery.* No more than 2 clickable, brand-specific CTAs allowed.* Additional links to socials are acceptable if they rely only on small icons representing the network(s).* Clickable area (hot spots) should take up no more than 25% of the area.	Extra-large sized leaderboard that extends nearly the full content width of Wikia	
Pushdown Ad Unit	980x130 expands to 980x365 panel	75KB	2MB	Wikia or Advertiser	15-30 secs suggested; timing unlimited if file size does not exceed 2MB. Audio is user initiated upon rollover, not click	1 Loop	24 FPS	30%	Custom Site Served Ad Unit - can be served via 3rd party if unit meets physical spec and behavior	Yes	980x365	Down	DART Rich Media, FlashTalking, File, Portrol	<ul style="list-style-type: none">* Campaign messaging and CTAs appear in this space along with impactful imagery and/or video.* No more than 2 clickable, brand-specific CTAs allowed in the collapsed state.* An additional 3 clickable, brand-specific CTAs is allowed in the expanded state in addition to video controls and "close" button.* Additional links to socials are acceptable if they rely only on small icons representing the network(s).* Clickable area (hot spots) should take up no more than 25% of the area.	980x130 or 980x65 auto-expands on the first view for reach user, then automatically collapses after 15 secs; can be re-expanded by user initiation	
In-Page Auto Video Unit	300x250 300x600	75KB	2MB	Wikia or Advertiser	15-30 secs. Audio is user initiated	N/A	24 FPS	30%	Custom Site Served FLV	Yes	N/A	N/A	DART InReels (preferred), Atlas, EyeWonder, FlashTalking, File, Mediandm, Interpols, Portrol, TrueEffect	N/A	Embedded video within the selected advertisement space (300x250 or 300x600); 16:9 aspect ratio	
Footer Ad	980x144	75KB	N/A	Wikia	N/A	N/A	N/A	N/A	Custom Site-Served PNG Ad Unit (1x1 Tracking Pixel and Click Tracking accepted)	No	N/A	N/A	Site Served	<ul style="list-style-type: none">* Messaging should be consistent with that found in related IAB Leaderboards and Jumbo Leaderboards. Customize messaging and visuals as necessary to work in the footer space.* No more than 1 clickable, brand-specific CTAs allowed.* This is a long, narrow asset. Choose imagery that will be most impactful in this space.	A footer ad floats at the bottom of the browser and follows users as they scroll, until closed by the user	
Basic Site Skin	2000x800	100KB	N/A	Wikia or Advertiser	N/A	N/A	N/A	N/A	Custom Site-served JPEG (1x1 Tracking Pixel and Click Tracking accepted)	No	N/A	N/A	Site Served	<ul style="list-style-type: none">* 1440 px minimum width. Viewable gutter area is 219px wide.* Illustrative imagery may extend past the gutters to improve the experience for users working with large monitors or in higher resolutions. To create a seamless experience for those users, edges must fade to a solid color on sides and bottom to prevent them from seeing a hard edge.* No Text - Only logos and ESRB may be placed on the skin. The messaging (including taglines and slogan look-ups) and CTAS should be communicated via the various banners.	Clickable background image that shows on the left and right gutters of the content area. Logos or messaging extending beyond 1028 px width may be cut off on standard resolution monitors. 2000px recommended width (WoWiki unique dimensions)	
Toggle Site Skin (Skin can be changed by user 1-4 versions)	2000x800	100KB per Skin	N/A	Wikia	N/A	N/A	N/A	N/A	Custom Site-served JPEG (1x1 Tracking Pixel and Click Tracking accepted)	No	N/A	N/A	Site Served	<ul style="list-style-type: none">* 1440 px minimum width. Viewable gutter area is 219px wide.* Illustrative imagery may extend past the gutters to improve the experience for users working with large monitors or in higher resolutions. To create a seamless experience for those users, edges must fade to a solid color on sides and bottom to prevent them from seeing a hard edge.* No Text - Only logos and ESRB may be placed on the skin. The messaging (including taglines and slogan look-ups) and CTAS should be communicated via the various banners.	Clickable background image that shows on the left and right gutters of the content area. Logos or messaging extending beyond 1028 px width may be cut off on standard resolution monitors. 2000px recommended width (WoWiki unique dimensions)	
Mobile Placements	Ad Size	File Size		Who creates?	Animation	Looping	Frame Rate	CPU Usage	Delivery Method	Rich Media Accepted	Expandable Panel Dimensions	Expansion Direction	3rd Party Vendors Accepted		Description	
320x50 banner	320x50	25KB	N/A	Either	N/A (Static Only)	N/A	N/A	20%	No	No	N/A	N/A	N/A		<ul style="list-style-type: none">* Visuals should be kept minimal for maximum impact and readability.* Ideal: Campaign/brand color story, logo/lookup, ad copy.* No text may be smaller than 11px.	<ul style="list-style-type: none">* Static, portrait-oriented ad for iphone and android* Standard MMA floating placement

* Wikia accepts Flash files up to version 9. See the following URL for detailed instructions: <http://www.flashclicktag.com>
** All video files should be submitted in Quicktime .mov format for easy processing. Generally maximum allowable video play time is 30 seconds.
*** 3rd party ad tags should be in IFRAME format, not Javascript, unless the ads are expandable.
**** Traffic contact: traffic@wikia-inc.com